Permit #F00023745

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00023745 **Type of Permit:** FILMING **Release Date:** 01/22/2010

Production Company	AUTOMOTIVE DISPLAYS LLC DBA XTENSION MARKETING
Insured Company Name	AUTOMOTIVE DISPLAYS LLC DBA XTENSION MARKETING
Contact Phone No. 1	310-216-1177
Contact Phone No. 2	
Fax	400 CONTINENTAL BLVD
Address	EL SEGUNDO, California 90245
Production Title	PLAY LA 18 DAYS TO OPEN NORTHERN TRUST PGA PROMO T
Type of Production	Commercial - PSA

Producer	Sean Osborne
Director	Blanca Arambula
1st AD	Blanca Arambula
Production Manager	Blanca Arambula
FilmL.A. Coordinator	Naomi Kajiyama
Location Manager	Blanca Arambula
Primary Phone	Mobile - 310-346-0171
Secondary Phone	Office - 310-216-1177
Location Assistant	Blanca Arambula
Primary Phone	Mobile - 310-346-0171
Secondary Phone	

Fees

FILMLA MODIFIED PERMIT APPLICATION FEE	$50.00	**Total Permit Fee**	$316.00
LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE	$266.00	**Number of Locations**	3

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Summary Information

Location

Permit Number	F00023745	**Location Manager**	Blanca Arambula
Production Company	AUTOMOTIVE DISPLAYS LLC DBA XT...	Primary Phone	Mobile - 310-346-0171
Insured Company	AUTOMOTIVE DISPLAYS LLC DBA XT...	Secondary Phone	Office - 310-216-1177
Production Title	PLAY LA 18 DAYS TO OPEN NORTHE...		

Location Address 1800 Ocean Front Walk, Los Angeles, CA, 90291

Location Names VENICE REC CENTER

Location Type Park

Location Description LA CITY REC & PARKS

Film Dates 1/22/2010 - 1/22/2010 13:00 - 15:00

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must comply with attached conditions
Must comply with attached Rec & Park Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached documents
Xtension.PGA.23745.Co-Prod.pdf
Xtension.PGA.23745.VENICE.pdf
Venice Area July 2009.pdf
Venice Area January 2010.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	3
Generator	1

Personnel on Location

Type	Quantity
Cast	1
Crew	3

Filming Activities Equipment on property; Exterior Dialogue; Exterior establishing shots;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes
COMPANY MUST CONTACT PCI DIRECTLY RE: PARKING REQUIREMENTS AND FILMING ON PCI PROPERTY

NO PARKING IN HANDICAP OR ELECTRIC CHARGING SPACES

Coordinator Note
FILMING AT VENICE REC CENTER
No park monitor required

Parking

Base Camp
Location Type : Private Parking Lot
Street :

Crew Parking
Location Type : Private Parking Lot
Street :

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Summary Information

Location

Permit Number	F00023745	**Location Manager**	Blanca Arambula
Production Company	AUTOMOTIVE DISPLAYS LLC DBA XT...	Primary Phone	Mobile - 310-346-0171
Insured Company	AUTOMOTIVE DISPLAYS LLC DBA XT...	Secondary Phone	Office - 310-216-1177
Production Title	PLAY LA 18 DAYS TO OPEN NORTHE...		

Location Address 4730 Crystal Springs Dr, Los Angeles, CA, 90027

Location Names GRIFFITH PARK

Location Type Park

Location Description LOS ANGELES CITY PARK

Film Dates 1/25/2010 - 1/25/2010 09:00 - 15:00

Open or Closed to the Public Open

Generic Conditions
Must comply with attached Rec & Park Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached document Xtension.PGA.23745.GRIFFITH.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	5

Personnel on Location

Type	Quantity
Cast	2
Crew	7
Rec & Park Monitor required	1
Spot Check	1

Filming Activities Equipment on property; Exterior Dialogue; Exterior establishing shots; All on park property;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note
No generator without presence of UFSO
Spot check ok per Capt Fowlks

Coordinator Note
FILMING AT HOLLYWOOD SIGN PLATEAU
1 park monitor required

Company must contact Global Icons (310-820-5300) for rights to Hollywood sign

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

NOT A PERMIT

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Summary Information

Location

Permit Number	F00023745	**Location Manager**	Blanca Arambula
Production Company	AUTOMOTIVE DISPLAYS LLC DBA XT...	Primary Phone	Mobile - 310-346-0171
Insured Company	AUTOMOTIVE DISPLAYS LLC DBA XT...	Secondary Phone	Office - 310-216-1177
Production Title	PLAY LA 18 DAYS TO OPEN NORTHE...		

Location Address 622 N Main St, Los Angeles, CA, 90012

Location Names EL PUEBLO DE LOS ANGELES

Location Type Park

Location Description EL PUEBLO DE LOS ANGELES

Film Dates 1/24/2010 - 1/24/2010 11:00 - 14:00

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cast/Crew vehicles	3

Personnel on Location

Type	Quantity
Cast	2
Crew	7
Spot Check	1

Filming Activities Equipment on property; Exterior Dialogue; Exterior establishing shots;

Jurisdiction **Political:** Los Angeles City - Council District 14 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes Company must contact John Kopczyski 213-485-8225 prior to shoot

Coordinator Note FILMING AT KIOSKO PLAZA

Coordinator Note
No cabling/light set-ups/generator without presence of UFSO
No blocking of exits/entrances
No interior activities without presence of UFSO
Spot check ok per Capt Fowlks

Parking

Base Camp
Location Type : Private Parking Lot
Street :

Crew Parking
Location Type : Private Parking Lot
Street :

NOT A PERMIT

SPECIAL FILMING CONDITIONS
VENICE AREA

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For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 6:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT

January 21, 2010

FILMLA, INC.
1201 W. 5TH Street
Suite T-800
Los Angeles, CA 90017

RE: PLAY LA

Dear Sir or Madam:

Northern Trust and PGA TOUR are working with Xtension Marketing on a campaign entitled PLAY LA. The campaign relates to the Northern Trust Open, a professional golf tournament to be held February 1-2, 2010 at Riviera Country Club in Los Angeles.

PGA TOUR, the operator of the tournament, contributes net revenues from the event to local charities. Northern Trust Open has raised more than $50 Million for local charities since its inception. Through its charitable work, the tournament provides valuable support to the people of LA. Any fees waived in connection with the filming of the PLAY LA production will result in less tournament operating expenses for PGA TOUR, thereby increasing the net revenues available for charitable contribution following the tournament.

As the production company, Xtension Marketing will be solely responsible for all liability associated with any filming in LA and is to provide and abide by any required insurance, restrictions, conditions and costs associated with permits to be issued by FILMLA for the PLAY LA production, including the cost of the permit itself.

Xtension Marketing has advised us that FILMLA has the necessary insurance certificate on file with your office and will pay for the permits with a cashier's check, money order or cash, as well as assign a representative to execute the applicable documentation.

If you should any additional information or have any questions, please feel free to contact me.

Thank you,

Diana McGhee
Corporate Paralegal

PGA TOUR
112 PGA TOUR Boulevard Ponte Vedra Beach, FL 32082
904.285.3700 *tel*
www.pgatour.com

Permit #F00023745

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.

NOT A PERMIT

- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.
- No alterations to park property unless otherwise approved by the Recreation Director.
- Must adhere to restrictions given to company by Recreation Staff or Park Monitor. Recreation Staff or Park Monitor's instructions or judgment may override written guidelines.
- No base camp or craft services on-site.
- Must identify all cable boxes with cones.
- "CABLE ON FLY" in high foot traffic areas.
- "TAIL LIGHTS" at 3PM.

F-23745
AUTOMOTIVE DISPLAYS LLC DBA XPENSION MARKETING TEAM 1-PLAY LA 18 DAYS TO OPEN NOTHERN TRUST PGA PROMO
(VENICE REC CENTER)

NO PERMIT

SPECIAL FILMING CONDITIONS
VENICE AREA

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Permit #F00023745

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Hollywood Sign GUIDELINES

Any alteration of the Sign or unauthorized activity at the site will be grounds for immediate revocation of Permit and expulsion from the site.

GUIDELINES

1. No alteration, physical changes or lighting of the Hollywood Sign or surrounding area is allowed.
2. Filming is restricted to daylight hours only. No exceptions.
3. Every activity at the Sign will be monitored and assisted by a Department Employee. No climbing on or touching of the Sign is permitted.
4. Areas provided for filming or photography in the Park are:
    - *Sign site* – a ten foot wide, 80-foot long plateau on Mt. Lee, under the Sign letters, reached by a difficult climb down a steep embankment.
    - *Park entrance area at the end of Deronda* – Paved area just inside Park gate with room for 3 cars to park.
    - *Lake Hollywood Park (alternative)* – Located at Mulholland Hwy and Canyon Lake Dr. This large grassy plot near the base of Mt. Lee, almost directly below Sign, has plentiful street parking and a good view of the Sign. This area is not subject to many of the usual Hollywood Sign Restrictions.
5. Crews must be limited to 15 or less and 10 or less at the Sign itself *for safety reasons*.
6. Equipment must be limited to necessary items which can be transported in one utility vehicle. No more than 3 vehicles will be allowed at any one time in this area of the Park.
7. No large trucks or other large vehicles are permitted to travel Mt. Lee Dr.
8. Driving shots along Mt. Lee Dr. are not permitted.
9. The paved access road to the Sign cannot be used for any purpose except drop-off at the Sign site. Parking is prohibited.
10. No smoking allowed in the Park.
11. No generators can be brought into the Park.
12. Street access to the residences outside the Deronda gate cannot be blocked.
13. No construction of any kind can be built around the sign or the park area near the surrounding neighborhood.
14. MAY NOT cut any vegetation

NOT A PERMIT